

Venue:
Community

Goal:
Eliminate Exposure to
Secondhand Smoke

Activity:
C4.09 Secondhand
Smoke – Assessment
or Special Survey



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- **Population (Census 2000): 700,820**
- **Total Households (Census 2000): 260,800**
- **Adult Cigarette Smoking Prevalence (BRFSS/ATS 2003): 26 percent**
- **Estimated Number of Adult Cigarette Smokers (DOH 2004): 132,100**
- **Number of Students (OSPI 2003): 130,070**
- **Eighth Grade Cigarette Smoking Prevalence (HYS 2002): 9 percent**

Efficiently Measuring Intermediate- and Long-Term Outcomes of a Smoke-Free Dining Campaign

Project Description

The Tacoma-Pierce County Health Department developed a comprehensive evaluation plan to describe and measure short-, intermediate-, and long-term outcomes of its "Fresh Air Dining" campaign, a media campaign designed to promote smoke-free restaurants and bars in 2002.



Inputs Rationale

- The demand for evaluating tobacco control programs by key stakeholders, such as funders and management, continues to increase. However, finding money, staff, and time for evaluation at the local level is often difficult.
- The Tacoma-Pierce County Health Department turned to the federal Center for Disease Control and Prevention's "Framework for Program Evaluation in Public Health,"¹ which emphasizes the importance of evaluating public health programs and provides guidelines that the health department used to evaluate its smoke-free dining program.
- The Fresh Air Dining campaign was a voluntary, smoke-free dining campaign that helped gain community support for the Board of Health's mandatory ban on smoking in public places in Pierce County in 2004. The 2000 report, "Reducing Tobacco Use: A Report of the Surgeon General" supports restricting smoking in public settings and using media and grassroots campaigns to gain public support for such restrictions.
- The county evaluated its campaign in several ways, including a mail-based survey, telephone survey, self-administered survey, and analysis of food facility permits.

¹ (MMWR Sep 17, 1999/48(RR11); 1-40.)

Target Audiences

- Primary: Owners and managers of food facilities in Pierce County
- Secondary: Food facility workers and adults in Pierce County, who also were surveyed

Resources

Staff

- Two staff from the Tacoma-Pierce County Health Department were involved -- an epidemiologist and a prevention specialist on the Environmental Tobacco Smoke Workgroup.
- About 50 hours were dedicated to the evaluation of the Fresh Air Dining campaign during 2002.

Funding

- Funding for the telephone surveys came from multiple programs within the health department. Because the surveys were used to assess and evaluate several different projects, the costs to the secondhand smoke program were minimized.
- The mail-based survey to owners and managers of smoke-free facilities and the self-administered survey of food facility workers were funded by the state Tobacco Prevention and Control Program and the health department.

Partnerships

- The Tacoma-Pierce County Health Department used existing resources, such as local food worker classes, state-sponsored surveys, and local inspections of food facilities, to minimize the cost and staff-time involved in measuring the outcomes.

Activities

1. The secondhand smoke work group and epidemiologist developed a logic model specifying inputs, outputs, and outcomes for the Fresh Air Dining campaign. In addition, the epidemiologist developed an evaluation plan outlining the methods to be used to measure the outcomes specified in the logic model.
2. An inexpensive, mail-based survey was sent to owners and managers of 157 smoke-free restaurants in Pierce County to learn more about the factors involved in their decision to go smoke-free and to what extent the health department's smoke-free dining media campaign played a role in their decision.
3. Pierce County sponsored three, random-digit dial telephone surveys of adults about various health topics and included five questions about smoke-free dining and secondhand smoke.
4. Local data on attitudes and knowledge of secondhand smoke were obtained from the state Department of Health's random-digit dial telephone survey of adults (Adult Tobacco Survey 2000).
5. An inexpensive, self-administered survey on attitudes and knowledge about secondhand smoke was given to about 1,300 food handlers attending the state-mandated Food Worker Card Class in Pierce County in January and April 2003.
6. As part of the regular permit process and during routine health inspections, all food facilities in Pierce County were asked whether or not the facility is smoke-free. This information was entered in a database and analyzed to determine the percent of restaurants, taverns, and bars that were smoke-free.

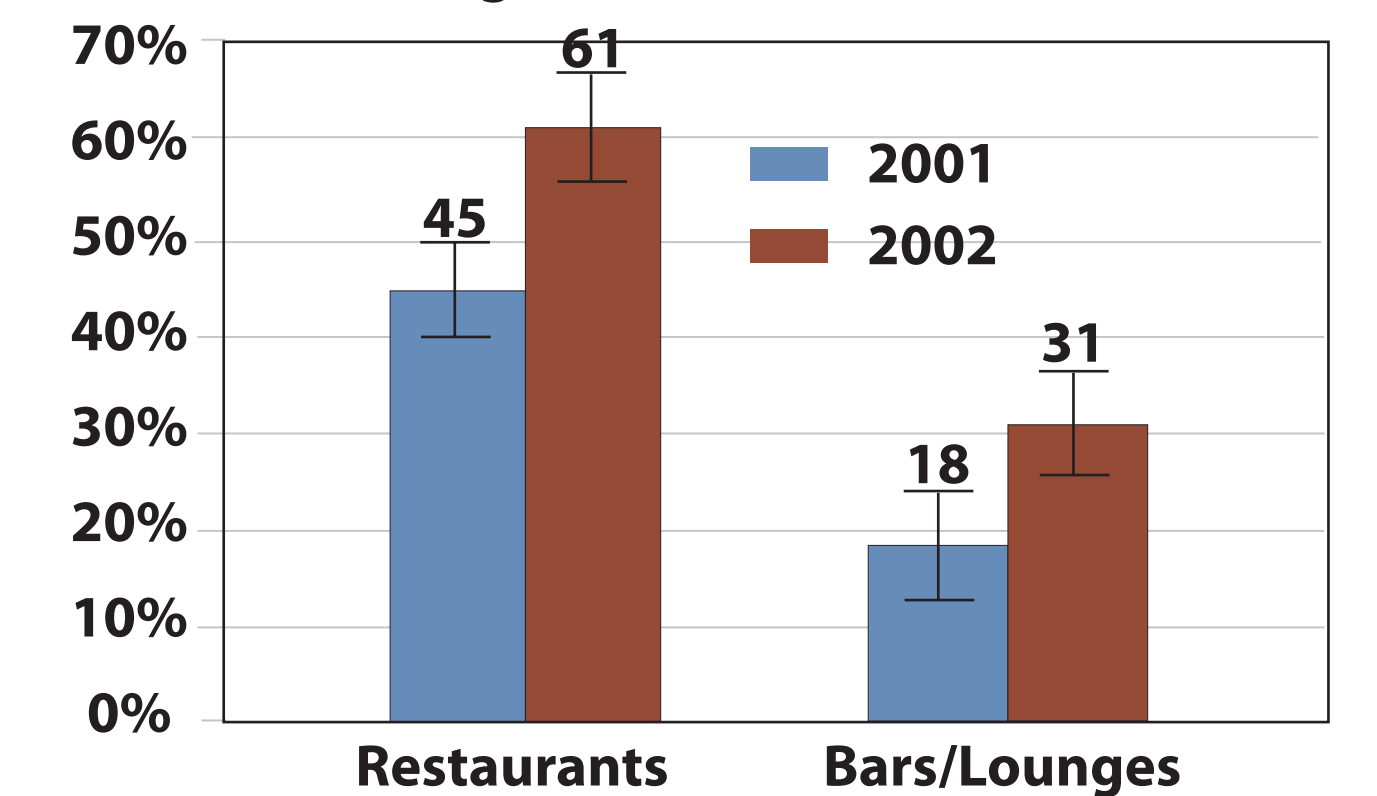
Outputs

1. A logic model was developed with short-, intermediate-, and long-term outcomes relating to knowledge, attitude, and behavior changes.
2. **Smoke-free restaurant, tavern, and bar survey**
 - Surveys were mailed to 157 owners and managers of Pierce County restaurants and bars that had voluntarily gone smoke-free in the past year. The response rate was 60 percent.
 - Most restaurant owners and managers had multiple reasons for making their restaurants, bars, or taverns smoke-free: 92 percent decided to go smoke-free because they believe secondhand smoke is unhealthy, while 88 percent thought it would be good for business, and 81 percent were concerned about employees' health.
 - About half (52 percent) of owners and managers said that wanting their business to be listed in the county's "Fresh Air" smoke-free dining guide affected their decision to go smoke-free. More than a third (38 percent) of owners and managers said their decision to ban smoking was affected by wanting free publicity from the health department.

3. Tacoma-Pierce County Health Department Telephone surveys

- The Tacoma-Pierce County Health Department telephone survey used similar methods for sampling and weighting designs so results could be compared between the two. Results of the two telephone surveys of Pierce County adults included:

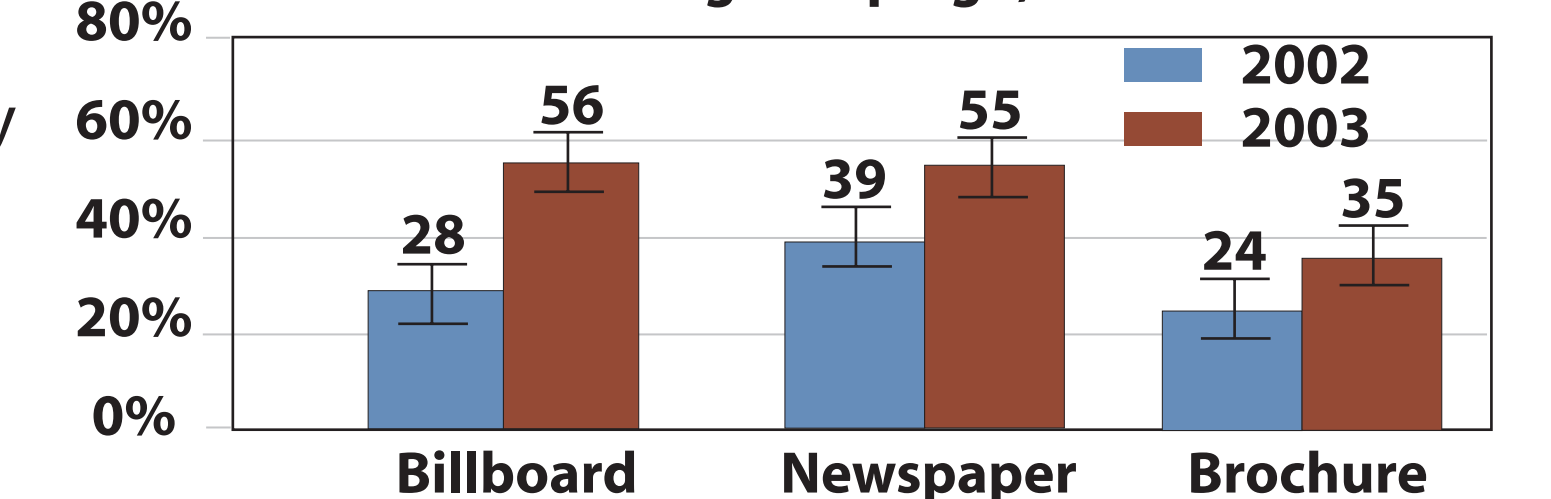
Percent of Pierce County Adults Who Want to Ban Smoking at Restaurants and Bars/Lounges, 2001 & 2002



Source: The Tacoma-Pierce County Health Department telephone surveys in 2001 and 2001.

- There was a significant, large increase in the percent of Pierce County adults who were aware of the Fresh Air smoke-free dining campaign.

Pierce County Adults' Awareness of Smoke-Free Dining Campaign, 2002 and 2003

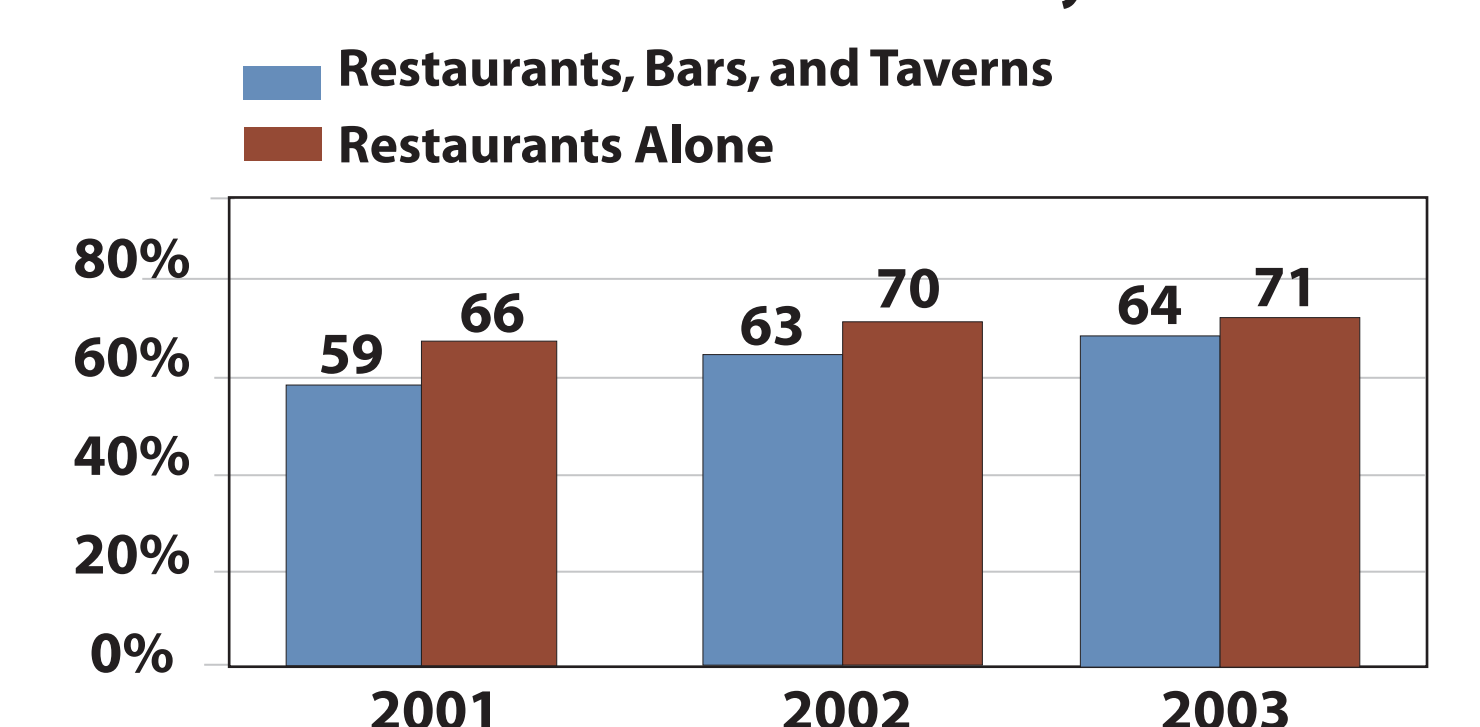


Source: The Tacoma-Pierce County Health Department telephone surveys in 2002 and 2003.

4. Food handler survey

- Results from the self-administered survey of food handlers attending the Food Worker Card Class included:
 - More than two-thirds (69 percent) of food handlers work in restaurants, bars, or other places that don't allow smoking anywhere inside.
 - More than three-fourths (78 percent) of food handlers believe that breathing secondhand smoke is very harmful.
 - The majority correctly identified that secondhand smoke can cause or make worse lung cancer (86 percent), asthma attacks (82 percent), cold and respiratory infections (75 percent), and heart disease (62 percent).
 - Almost half (45 percent) of the respondents prefer to work in smoke-free places, and another 18 percent will work only in smoke-free places.

Percent of Pierce County Food Facilities that are Voluntarily Smoke-free



Source: The Tacoma-Pierce County Health Department telephone surveys in 2001 and 2001.

5. Food Facility Database

- Data from health department's Food Facility Database show that the percent of smoke-free dining establishments increased in Pierce County from 2001 to 2003.

Lessons Learned

- The evaluation of health department's smoke-free dining campaign showed the following:
 - Public awareness of secondhand smoke messages in the media increased.
 - Knowledge about the harmfulness of secondhand smoke was maintained at a high level.
 - Public approval of smoking restrictions at restaurants and bars increased.
 - The percent of restaurants and bars that voluntarily went smoke-free increased.
- Local health jurisdictions and community organizations can conduct a comprehensive evaluation of tobacco control programs such as a smoke-free dining campaign by developing a logic model with specified outcomes and capitalizing on existing resources to measure those outcomes.
- Internal health department support for future evaluation of tobacco and other prevention programs increased.
- Evaluation results were used to make decisions about future program planning and supported the Pierce County Board of Health's mandatory ban on smoking in public places in 2004, thus fostering data-driven decision-making at program planning and policy levels.